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## PUBLISHER'S NOTE

Just as efficient running of Government demands first and foremost the effective services of top executive talent (see Editorial, this issue), so does the preparation and writing of this magazine each month. This is not a business for lightweights, especially because Government itself is such a sprawling complexity.

Professionals are essential to building a high caliber of editorial excellence because only the pros have the perception, energy and dedication to go after all the story rather than just enough to fill a couple inches of space.

More than 50 stories are printed in this issue. Getting them required seeing and/or telephoning in most cases at least three people, wading through a stack of printed records besides. Predictably, almost all these stories, once read by someone—or several someones—in Government or industry, will lead to new stories; more inputs besides just the ones we conceive ourselves for next month and the month after.

Typical of both the talent and the kind of work inherent in this publication is 43-year-old Associate Editor Sam Stafford and his "little" two-pager in the Finance section on "GAO vs. the FDIC."



Associate Editor Stafford

Stafford, a World War II infantryman (Germany and the Philippines), holder of a journalism master's degree from Stanford University, worked on a collection of mostly West Coast newspapers in the early '50s, e.g. in Costa Mesa, Santa Ana, Hanford and San Francisco, Calif. On the *San Francisco News*, he was, variously, night editor, executive sports editor, departmental editor of such creative special sections as the *News'* weekend magazine. He came to the *Washington Daily News* in 1958.

Along the way, Sam picked up a bunch of awards: 1963 Heywood Broun Award (highest award of the American Newspaper Guild), 1964 National Headliners Award, several local Washington Guild awards and honorable mentions, was a Pulitzer Prize nominee. He asked *Government Executive* for a job "because I want the intellectual challenge."

His "GAO vs. the FDIC" story may not have been that much a challenge to his intellect but it was to his energy. To get those 180 lines of copy printed in this issue, he interviewed four persons in GAO, three more in the FDIC, waded through two volumes of House Banking and Currency Committee hearings, tracked one principle source all the way to Baltimore, Md., caught one Congressman at a cocktail party.

Finally, in what is the bane of not only journalists but, we hear, of industry marketers trying to reach a Government decision-maker to sell their solutions to Government problems: When he called one person back to double-check a fact, he found that guy had been transferred and a new man was in his place.

Multiply all that work by about 50 and you have some idea not only of the caliber material going into this magazine, but also why we're a bit proud of the staff producing it.

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